



Gender Pay Gap Report.

2024 Reporting Year.

Gender Pay Gap Reporting Statement.

For a fifth consecutive year BDP's gender pay gap has reduced and we are continuing to make progress. This year we have made great strides in our commitment to all facets of equity, diversity and inclusion which we are pleased to say has led to us closing our mean average gender pay gap by 2.1% and our median average by 3.6%. Whilst this is great news, and the biggest move for five years, it is still not the progress we need to attract and retain the best people, irrespective of gender or any other personal characteristic. We also want to ensure that our workforce reflects the diversity of our communities and clients at every level.

We remain confident that BDP colleagues are paid fairly and equitably for the work they do however, our most senior and highly paid roles remain heavily male dominated, and this is reflected in our gender pay gap. We are pleased to see a swing of 5.4% to 46.4% in our 2nd highest quartile of pay hierarchy, demonstrating the increasing number of women in senior roles. You may also see the percentage of females receiving a bonus payment in 2024 is lower than the percentage of males receiving payment. This is because of there was a higher proportion of females joining after the cut-off date for eligibility for the payment.

We have been working to redress imbalances in the make-up of our teams for the past three years, but these initiatives take time to reach completion. We are starting to see results from these activities which is shown in this pay gap report. However, we recognised that we cannot continue at this pace and in last year's report declared that we would engage with an expert consultancy to add focus and momentum. In October 2024 we engaged the Tall Wall, a gender equity consultant, to undertake a programme of interviews, both one-to-one and as focus groups, to gather as much information as possible to ensure we understand how people of all genders feel in the practice, and to help us develop an action plan to achieve the right gender balance throughout our structure, thereby addressing our gender pay gap.



Nick Fairham
Chief Executive

Gender Pay Gap Reporting Statement.

Initiatives at BDP in the last 12 months which support our gender balance aims include:

- Introduction of a **Menstruation Policy** in the UK and Ireland
- Introduction of a **Menopause Policy** in the UK and Ireland
- Introduction of a **Fertility Support Policy** in the UK and Ireland
- Introduced a **Fostering Policy** in the UK and Ireland
- Created **Keeping in Touch (KIT)** and **Shared Parental Leave It Touch (SPLIT)** Day guidance
- Mentoring programme for all BDP employees
- Introduction of **Transparent Career Paths**, providing clarity on the skills and attributes needed at each grade
- **Leadership Development** (principal, director, ad, associate)
- Introduction of a **Gender Equity Sounding Board** in the UK and Ireland with a balance of genders, professions and grades of those that applied
- Introduced a **Workplace Nursery Salary Sacrifice** scheme
- Developing a **EDI dashboard** to allow leadership to understand the broad demographic within each studio.



2024 Figures.

As a company with more than 250 employees, BDP is required to publish our gender pay gap data each year. The gender pay gap is the difference in average pay for men and women across an organisation. This is different to equal pay, which is the right for men and women to be paid the same when doing the same or similar work.

Our pay gap figures provide a snapshot of our data on 5 April 2024 and are expressed as the percentage of the difference between the average earnings of men and women.

This report provides analysis of:

- Mean and median hourly pay
- Mean and median bonuses
- Proportion of males and females receiving bonus
- Pay distribution by gender

The **mean** shows the difference in the average pay of males and females in the overall range of salary. It can be affected by the values at either end of the range. The **median** compares the earnings of the male and female in the middle of the range and indicates the difference in 'typical' pay between the genders.

Average gender pay gap

Mean	Median
19.9%	16.4%

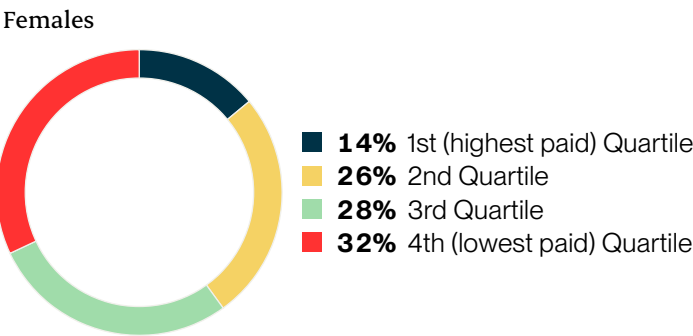
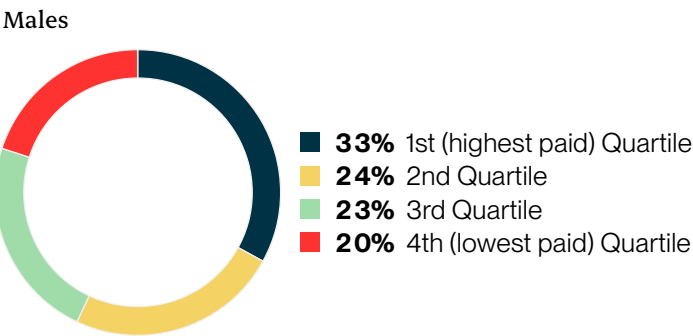
Average bonus gender pay gap

Mean	Median
64.5%	23.6%

Proportion receiving a bonus payment

Males	Females
84.5%	79.6%

Salary distribution when divided into four groups ordered from highest to lowest quartile



Five Year Summary.

	2024	2023	2022	2021	2020	2019
Average gender pay gap as a mean average	19.9%	22.0%	22.4%	23.6%	24.0%	22.6%
Average gender pay gap as a median average	16.4%	20.0%	21.0%	21.4%	23.2%	20.6%
Average bonus gender pay gap as a mean average	64.5%	68.7%	64.6%	68.5%	67.4%	71.8%
Average bonus gender pay gap as a median average	23.6%	28.7%	21.4%	23.7%	25.6%	26.8%
Proportion of males receiving a bonus payment	84.5%	86.3%	89.3%	97.3%	87.5%	82.9%
Proportion of females receiving a bonus payment	79.6%	81.1%	87.6%	94.5%	82.1%	78.0%

Proportion of males and females when divided into four groups ordered from highest to lowest pay:

2024	Males	Females	Males	Females	2021	Males	Females	Males	Females
1st Quartile	173	61	73.9%	26.1%	1st Quartile	147	54	73.1%	26.9%
2nd Quartile	126	109	53.6%	46.4%	2nd Quartile	136	66	67.3%	32.7%
3rd Quartile	117	118	49.8%	50.2%	3rd Quartile	94	107	46.8%	53.2%
4th Quartile	101	134	43.0%	57.0%	4th Quartile	89	113	44.1%	55.9%

2023	Males	Females	Males	Females	2020	Males	Females	Males	Females
1st Quartile	156	56	73.6%	26.4%	1st Quartile	172	61	73.8%	26.2%
2nd Quartile	125	87	59.0%	41.0%	2nd Quartile	154	79	66.1%	33.9%
3rd Quartile	100	113	46.9%	53.1%	3rd Quartile	107	125	46.1%	53.9%
4th Quartile	96	116	45.3%	54.7%	4th Quartile	100	133	42.9%	57.1%

2022	Males	Females	Males	Females	2019	Males	Females	Males	Females
1st Quartile	162	57	74.0%	26.0%	1st Quartile	160	50	76.2%	23.8%
2nd Quartile	140	79	63.9%	36.1%	2nd Quartile	137	73	65.2%	34.8%
3rd Quartile	101	118	46.1%	53.9%	3rd Quartile	108	103	51.2%	48.8%
4th Quartile	102	118	46.4%	53.6%	4th Quartile	101	111	47.6%	52.4%

